A STUDY OF CAUSES THAT AFFECTS THE EMPLOYEE LOYALTY IN AJIYA ROOFING SDN. BHD

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"*Seek knowledge from the cradle to the grave."*

- ***Prophet Muhammad***

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ABSTRACT

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Employee loyalty is the most of challenging for the company to retain the valuable and experience employee in the company. The purpose of this study is to examine the factor that influencing effectiveness of employee loyalty in Ajiya Roofing Sdn. Bhd. The main aim of this study is to identify and determine the relationship between job security, managerial effectiveness, and compensation and benefits with employee loyalty. This study was focused on staffs who work in departments manufacturing with 50 respondents. This study was using questionnaire as data collection method which is the respondent has been chosen through simple random sampling.

As the results, all objectives were achieved and have significant relationships with employee loyalty. The organization needs to focus on the most influential factor which is managerial effectiveness. It can be done by provide the 360 feedback between organization and employee. By use this tools it can help the organization understand what the employee need and problem can be solve immediately without hard feeling both the organization and employee. In addition, the company should varieties the compensation and benefits since the employee usually want the organization provide the welfare for the employee. By doing this tools, the employee can be more loyalty towards the organization.

Keyword: Employee Loyalty
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TABLE OF CONTENTS

	Page
ACKNOWLEDGEMENT	i
TABLE OF CONTENTS	ii-iv
LIST OF TABLES	v-vi
LIST OF ABBREVIATION	vii
ABSTRACT	viii
CHAPTER 1: INTRODUCTION	
1.1 Background of study	1
1.1.1 Background of Company	2
1.2 Problem Statement	3
1.3 Research Question	4
1.4 Research Objectives	4
1.5 Hypothesis	5
1.6 Significant of study	5-6
1.7 Scope of Study	6
1.8 Definition of term	7-9
1.9 Assumption and Limitation	9-10
CHAPTER 2: LITERATURE REVIEW	
2.1 Introduction	11
2.2 Employee loyalty	11-13
2.3 Job security	13-14
2.4 Managerial effectiveness	14-15
2.5 Compensation and Benefits	15-16
2.6 Theoretical Framework	17
CHAPTER 3: RESEARCH METHODOLOGY	
3.1 Introduction	18
3.2 Research Design	18
3.3 Units of analysis	18
3.4 Population	19

3.5 Sampling Design 19
3.5.1 Sampling Size 19
3.5.2 Sampling Technique 19
3.6 Data Collection Method 20
3.6.1 Primary Data 20
3.6.2 Secondary Data 20
3.6.3 Internal Data 20
3.6.4 External Data 21
3.6.5 Journal article 21
3.6.6 The Internet 21
3.7 Data Analysis and Interpretation 21
3.7.1 Reliability Test 22
3.7.2 Frequency Distribution 22
3.7.3 Descriptive statistic 23
3.7.4 Correlation Analysis 23
CHAPTER 4: DATA ANALYSIS AND INTERPRETATION
4.1 Introduction 24
4.1 Frequency Analysis 24
4.1.1 Distribution of Gender 24
4.1.2 Distribution of Age 25
4.1.3 Distribution of Education Level 25
4.1.4 Distribution year of service 26
4.1.5 Distribution of department 26
4.2.1 Distribution of Questionnaire (Section B) 27-29
4.3 Reliability Analysis 30
4.3.1 Reliability Analysis for All Section 30
4.3.2 Reliability Analysis for Section B 30
4.3.3 Reliability Analysis for Section C 31
4.3.4 Reliability Analysis for Section D 31
4.3.5 Reliability Analysis for Section E 32
4.4 Analysis Variable 32